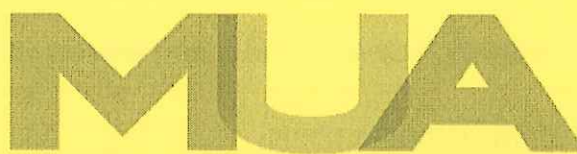


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE IN PROJECT MANAGEMENT

CCU 100 : FOUNDATIONS OF COMMUNICATION SKILLS

DATE: 10th APRIL 2018

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

BUSINESS COMMUNICATION:

The ability for Management University of Africa students to effectively communicate in class, at school, in various office settings and at home is probably one of the most important sets of skills they needs. In doing so, they should be able to understand that Communication is a two-way process. The information **MUST** successfully go out from one person to the next without much constraints. Therefore, if the students are able to understand the communication process better and improve it, they can become more effective and successful communicators, as is required in today's dynamic world.

Required:

- a) Communication is only successful when the reaction of the receiver is that which the communicator intended. With the use of a diagram, illustrate the Communication process (17 marks)
- b) Outline the advantages and disadvantages of grapevine (10 marks)
- c) Define verbal communication (3 marks)

QUESTION TWO

Describe the **MAIN** Steps in Writing a Business Memo (10 marks)

QUESTION THREE

- a.) List **SIX** activities that a student should engage in during a presentation. (3 marks)
- b.) Explain the various Advantages and Disadvantages of Outdoor Advertising and Direct Mail as examples of the forms Advertising Media (7 marks)

QUESTION FOUR

Citing examples, explain the Report Writing structure that might be useful to a Project Management student in carrying out his analysis and evaluation. (10 marks)

QUESTION FIVE

- a.) Meetings are the most popular method of interactive communication. They facilitate direct, face-to-face communication and are essential at various levels in all organizations. List at least **SIX** significance of meetings. (3 marks)
- b.) As a convener of a Student Electoral Committee meeting, it would be desirable to maintain a checklist of items to be checked at various stages before during and after the meeting. List the items that should be included in the checklist. (7 marks)

QUESTION SIX

- a.) Outline the **SIX** characteristics of an interview. (3 marks)
- b.) Mistakes are bound to happen during interviews. List the common mistakes made by interviewers during interviews (5 marks)
- c.) In writing a job application essay, you might be tempted to use someone else's work and ideas and passing them off as your own. Mention **TWO** ways you can avoid this. (2 marks)

QUESTION FIVE

1) Identify the most popular method of collecting data. Why is this method popular? (2 marks)

2) As a manager of a business, identify the most important factor to consider when selecting a method of data collection. Why is this factor important? (2 marks)

QUESTION SIX

a) Outline the five steps to be followed in the selection of a method of data collection. (5 marks)

b) Explain the factors to be considered in the selection of a method of data collection. (5 marks)

c) In writing a job application letter, you might be tempted to use words like "I am writing to you" and "I am very interested in your company". Explain why these words are not appropriate in a job application letter. (2 marks)